

**CITY OF AUSTIN  
PURCHASING OFFICE  
PROPOSAL PREPARATION INSTRUCTIONS AND EVALUATION FACTORS  
SOLICITATION NUMBER: RFP MHJ0106**

**1. PROPOSAL FORMAT:**

Submit one original and three (3) electronic versions of the Proposal. The original Proposal shall contain original ink signatures. Proposals shall be typed on standard paper and have consecutively numbered pages. Proposals shall be organized in the following format and information sequence. Use tabs to divide each part of your Proposal and include a Table of Contents. Proposers should provide all details in the Proposal as required in the Section 0500 - Scope of Work and any additional information you deem necessary to evaluate your Proposal.

**Tab 1 – Executive Summary**

Provide an Executive Summary of three (3) pages or less, which gives in brief concise terms, a summation of the Proposal.

**Tab 2 – City of Austin Purchasing Documents:**

Complete and submit the following documents:

- A. Offer and Award Sheet
- B. Section 0605 - Local Business Presence Identification Form
- C. Section 0700 - Reference Sheets (minimum of 3)
- D. Section 0835 - Non-Resident Bidder Provisions
- E. Completed and Signed Section 0900

**Tab 3 – Authorized Negotiator:**

Include name, address, and telephone number of person in your organization authorized to negotiate Contract terms and render binding decisions on Contract matters.

**Tab 4 – Business Organization:**

State full name and address of your organization and identify parent company if you are a subsidiary. Specify the branch office or other subordinate element which will perform, or assist in performing, work herein. Indicate whether you operate as a partnership, corporation, or individual. Include the State in which incorporated or licensed to operate.

**Tab 5 – System Concept and Solution:**

Define in detail your understanding of the requirement presented in the Scope of Work of this request for proposal and your system solution. Provide all details as required in the Scope of Work and any additional information you deem necessary to evaluate your proposal.

**Tab 6 – Work Plan:**

Describe your technical plan for accomplishing required work. Include such time-related displays, graphs, and charts as necessary to show tasks, sub-tasks, milestones, and decision points related to the Scope of Work and your plan for accomplishment. Specifically indicate:

- A. Describe your solution for Specification 5.0 Contractor Responsibilities

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**Tab 7 – Prior Experience:**

Describe only relevant corporate experience and individual experience for personnel who will be actively engaged in the project. Do not include corporate experience unless personnel assigned to this project actively participated. Do not include experience prior to 2005. Supply the project title, year, and reference name, title, present address, and phone number of principal person for whom prior projects were accomplished.

- A. Describe in detail experience to demonstrate minimum of five (5) years working in Austin, Texas to establish healthy communities.
- B. Describe in detail experience to demonstrate five (5) years' experience evaluating health education and promotion communication.
- C. Describe in detail experience related to development of evaluation plans, reports, and/or peer reviewed articles of evaluation research. Provide examples.

**Tab 8 – Project Management Structure:**

Provide an organizational chart, which specifies leadership and reporting responsibilities.

**Tab 9 – Personnel:**

The Contractor shall employ sufficient staff to meet the demands of this contract. The Contractor shall ensure that all drivers used to provide services under any resulting contract are legally qualified to provide the services contained within this specification. The Contractor shall utilize screening criteria for drivers and submit a copy of such screening criteria within 24 hours following request by the City. No additional charges shall be requested at the time of transport.

**Tab 10 – Cost Proposal:**

Information described in the following subsections is required from each Proposer. Your method of cost may or may not be used but should be described. A firm fixed price or not-to-exceed Contract is contemplated, with progress payments as mutually determined to be appropriate. In the proposal, provide a price chart similar to the one listed below. The prices listed in the table shall be inclusive of all fees, including travel, if required. No fees will be paid separately. Include a breakdown of each cost (administrative fees, hourly rates, etc.).

| Description   | Amount |
|---|--------|
| <b>Develop a robust Community Health Assessment (CHA)</b>   |        |
| 1) Initial planning meetings and/or phone call to discussion with City data gathering activities for CHA.   | \$     |
| 2) Create timeline of planned CHA activities to include data gathering and drafting CHA. Feedback will be provided to ensure the timeline and plan activities are in alignment with the appropriate accreditation measures and standards as well as the MAPP model. | \$     |
| 3) Nearly finalized CHA ready for public review and comment   | \$     |
| 4) Draft materials summarizing CHA findings (Examples of materials would be PowerPoint, one-pager and infographics)   | \$     |
| 5) Formal presentation to Steering Committee of CHA Findings*   | \$     |
| 6) Finalized CHA  | \$     |
| <b>Develop a Community Health Improvement Plan (CHIP)</b>   |        |
| 1) Facilitate discussion with Steering Committee to identify top priority areas from the CHA which should be addressed in the CHIP *  | \$     |

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|  |    |
|--|----|
| 2) Initial planning meetings and/or phone call to discussion with City about meetings and materials to draft the CHIP and action plan for year 1 of the CHIP.  | \$ |
| 3) Create timeline of planned activities and meetings to drafting CHIP and year 1 action plan.   | \$ |
| 4) Conduct planned activities outlined in the timeline   | \$ |
| 5) Finalize Community Health Improvement Plan and Action Plan for year 1   | \$ |
| <b>Implementing the Community Health Improvement Plan (Year 2)</b>   |    |
| 1) Initial planning meetings and/or phone call to discussion with City about meetings and materials to draft an annual update on year 1 activities and plan a summit to discuss action plan for year 2 of the of the CHIP. | \$ |
| 2) Create timeline and planned activities for year 2 planning summit for the CHIP and finalizing year 2 action plan.   | \$ |
| 3) Host planning Summit  | \$ |
| 4) Finalize action plan  | \$ |
| 5) Finalize year 1 annual update   | \$ |
| <b>Implementing the Community Health Improvement Plan (Year 3)</b>   |    |
| 1) Initial planning meetings and/or phone call to discussion with City about meetings and materials to draft an annual update on year 2 activities and plan a summit to discuss action plan for year 3 of the of the CHIP. | \$ |
| 2) Create timeline and planned activities for year 3 planning summit for the CHIP and finalizing year 2 action plan  | \$ |
| 3) Host planning Summit  | \$ |
| 4) Finalize action plan  | \$ |
| 5) Finalize year 2 annual update   | \$ |

**A. TRAVEL EXPENSES (if required):**

All travel lodging expenses in connection with the Contract for which reimbursement may be claimed by the Contractor under the terms of the Solicitation will be reviewed against the City's Travel Policy as published and maintained by the City's Controller's Office and the Current United States General Services Administration Domestic Per Diem Rates (the "Rates") as published and maintained on the Internet at:

[http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentId=17943&contentType=GSA\\_BASIC](http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentId=17943&contentType=GSA_BASIC)

No amounts in excess of the Travel Policy or Rates shall be paid. All invoices must be accompanied by copies of detailed receipts (e.g. hotel bills, airline tickets). No reimbursement will be made for expenses not actually incurred. Airline fares in excess of coach or economy will not be reimbursed. Mileage charges may not exceed the amount permitted as a deduction in any year under the Internal Revenue Code or Regulations.

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**Tab 11 – Proposal Acceptance Period:**

All Proposals are valid for a period of one hundred and eighty (180) calendar days subsequent to the RFP closing date unless a longer acceptance period is offered in the Proposal.

**2. Part VIII - Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying:**

- i. On November 10, 2011, the Austin City Council adopted Ordinance No. 20111110-052 amending Chapter 2-7, Article 6 of the City Code relating to Anti-Lobbying and Procurement. The policy defined in this Code applies to Solicitations for goods and/or services requiring City Council approval under City Charter Article VII, Section 15 (Purchase Procedures). During the No-Contact Period, Offerors or potential Offerors are prohibited from making a representation to anyone other than the Authorized Contact Person in the Solicitation as the contact for questions and comments regarding the Solicitation.
- ii. If during the No-Contact Period an Offeror makes a representation to anyone other than the Authorized Contact Person for the Solicitation, the Offeror's Offer is disqualified from further consideration except as permitted in the Ordinance.
- iii. If a Respondent has been disqualified under this article more than two times in a sixty (60) month period, the Purchasing Officer shall debar the Offeror from doing business with the City for a period not to exceed three (3) years, provided the Respondent is given written notice and a hearing in advance of the debarment.
- iv. Offerors submitting Offers and signing the Cover Sheet on this Solicitation agree to Section 0810, Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying Affidavit certifying that the Offeror has not in any way directly or indirectly made representations to anyone other than the Authorized Contact Person during the No-Contact Period as defined in the Ordinance. The text of the City Ordinance is posted on the Internet at: <http://www.ci.austin.tx.us/edims/document.cfm?id=161145>

**3. PROPRIETARY INFORMATION:**

All material submitted to the City becomes public property and is subject to the Texas Open Records Act upon receipt. If a Proposer does not desire proprietary information in the Proposal to be disclosed, each page shall be identified and marked proprietary at time of submittal. The City will, to the extent allowed by law, endeavor to protect such information from disclosure. The final decision as to what information shall be disclosed, however, lies with the Texas Attorney General. Failure to identify proprietary information will result in all unmarked sections being deemed non-proprietary and available upon public request.

**4. PROPOSAL PREPARATION COST:**

All costs directly or indirectly related to preparation of a response to the RFP or any oral presentation required to supplement and/or clarify a Proposal which may be required by the City shall be the sole responsibility of the Proposer.

**5. EXCEPTIONS:**

Be advised that exceptions to any portion of the Solicitation may jeopardize acceptance of the Proposal.

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**6. EVALUATION FACTORS AND AWARD:**

A. **Competitive Selection:** This procurement will comply with applicable City of Austin Policy. The City, on a rational basis, will select the successful Proposer. Evaluation factors outlined in Paragraph (B) below shall be applied to all eligible, responsive Proposers in comparing Proposals and selecting the successful Proposer. Award of a contract may be made without discussion with Proposers after Proposals are received. Proposals should, therefore, be submitted on the most favorable terms.

**B. Evaluation Factors: Maximum 100 points.**

All Proposals will be evaluated based on the following criteria and rankings.

- i. **Program Concept and Solutions:** The program concept and solutions proposed in response to scope of work including grasp of the requirement and its solution, responsiveness to terms and conditions, and completeness and thoroughness of the proposal. **(50 points)**
- ii. **Demonstrated Company Experience and Personnel Qualifications:** The proposer shall submit a summary of work experience and qualifications. **(20 points)**
- iii. **Cost Proposed:** Proposer with the lowest overall project cost is awarded the maximum points; other proposers are awarded points on a pro-rated basis. **(20 points)**
- iv. **Local Business Presence:** **(Maximum 10 points)**

| <b>Team's Local Business Presence</b>  | <b>Points Awarded</b> |
|--|-----------------------|
| Local business presence of 90% to 100% | 10                    |
| Local business presence of 75% to 89%  | 8                     |
| Local business presence of 50% to 74%  | 6                     |
| Local business presence of 25% to 49%  | 4                     |
| Local presence of between 1 and 24%    | 2                     |
| No local presence                      | 0                     |

- v. **Optional Interviews:** Interviews may be conducted at the discretion of the City. The City will score Proposals on the basis of items 1-4 above. The City may select a "short list" of Proposers based on those scores. "Short-listed" Proposers may be invited for interviews with the City. The City reserves the right to negotiate the actual contract scope of work and cost after submission. **(Additional Maximum 25 points)**